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"Advertising Materials and Method for Cooperative Promotions" Inventor: Mitchell Attorney Case No. 03,139, Customer No. 32097 CIP of 10/409,367 Sheet 1 of 18 .18 \$1 PER COUPON CARD 14 16 **PRODUCT** 24 ONE PROOF OF PURCHASE 38 \$5 OFF **PRODUCT** SEND THREE PROOFS OF PRUCHASE COUPONS PLUS \$13 BY CHECK OR MONEY-ORDER AND RECEIVE A PRODUCT. SEND TO: **PROMOTER**

Fig. 1A.

"Advertising Materials and Method for Cooperative Promotions"
Inventor: Mitchell
Attorney Case No. 03,139, Customer No. 32097
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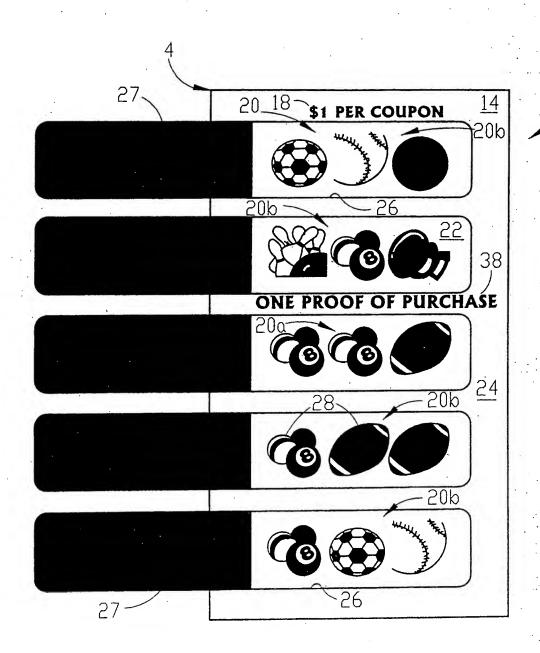


Fig. 1B.

4

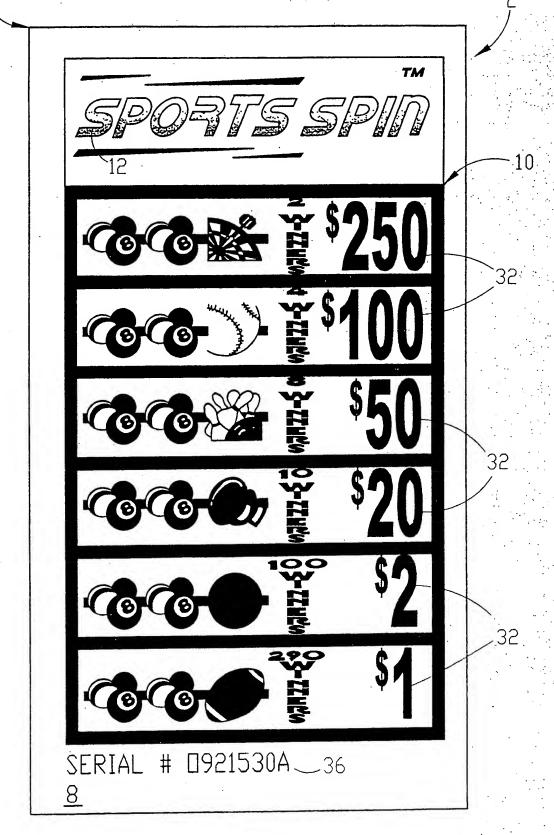


Fig.2.

"Advertising Materials and Method for Cooperative

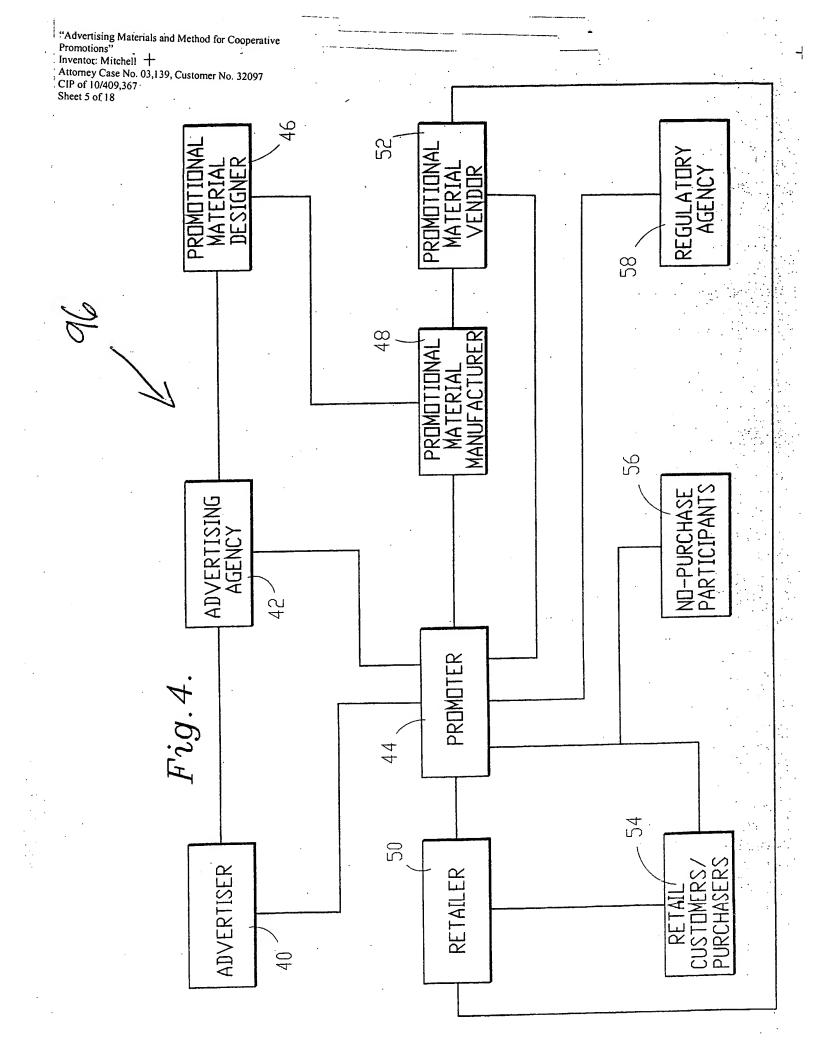
Promotions"
Inventor: Mitchell

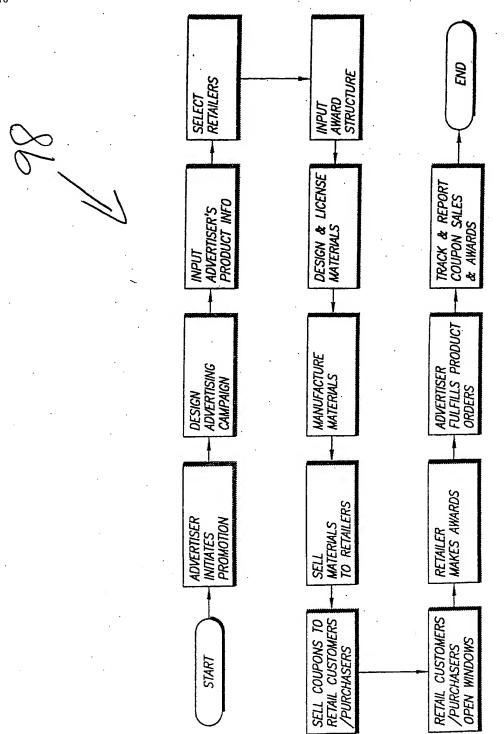
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Fig. 3.





"Advertising Materials and Method for Cooperative Promotions" Inventor: Mitchell Attorney Case No. 03,139, Customer No. 32097 CIP of 10/409;367 Sheel 7 of 18

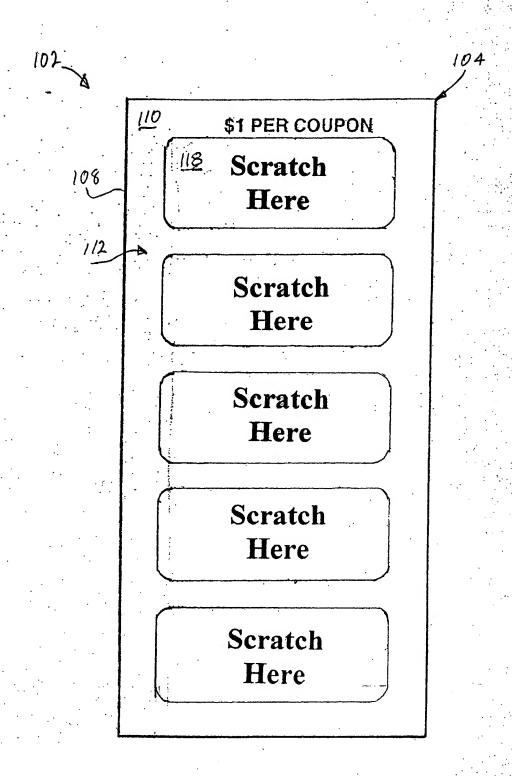


FIG. 6a

"Advertising Materials and Method for Cooperative Promotions" : Inventor: Mitchell Attorney Case No. 03,139, Customer No. 32097 CIR of 10/409,367 : Sheet 8 of 18

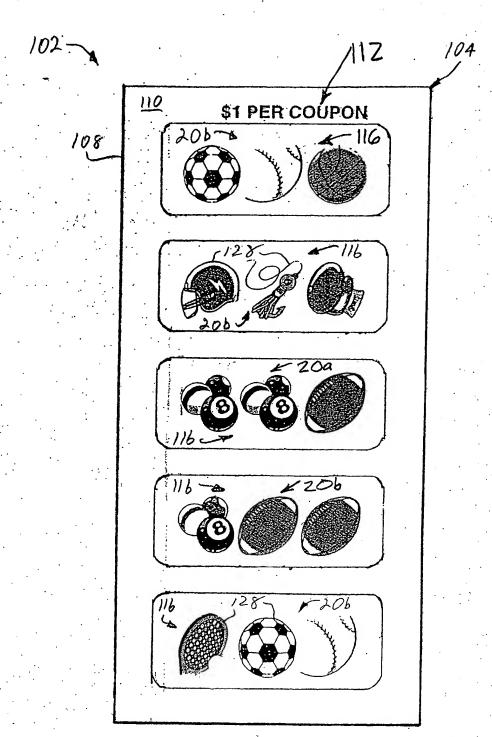


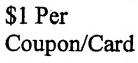
FIG. 6b

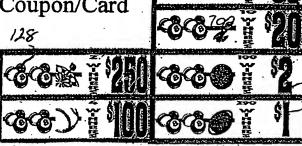
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SPORTS SPIN





PRODUCT PROMOTION

\$5 Off

Product

13.0

PROOF OF **PURCHASE**

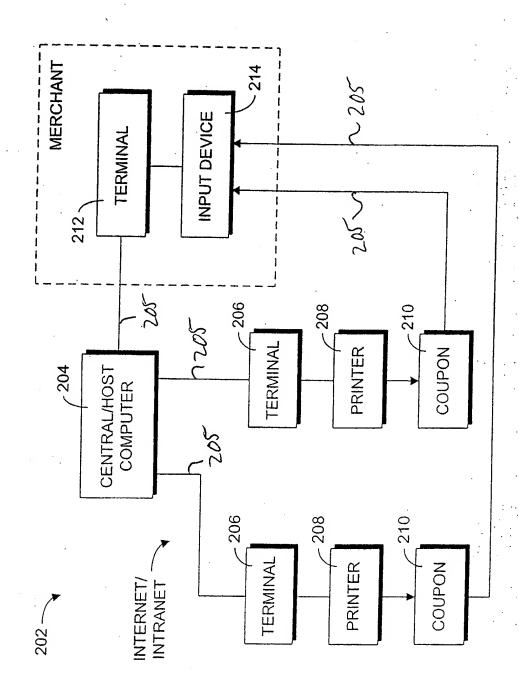
Send Three Proofs of Purchase Coupons plus \$13 by check or money order and receive a product

Send to: (Promoter)

Serial No. XX

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FIG. 7



"Advertising Materials and Method for Cooperative Promotions" Inventor: Mitchell Attorney Case No. 03,139, Customer No. 32097 CIP of 10/409,367 Sheet 11 of 18

FIG. 9A

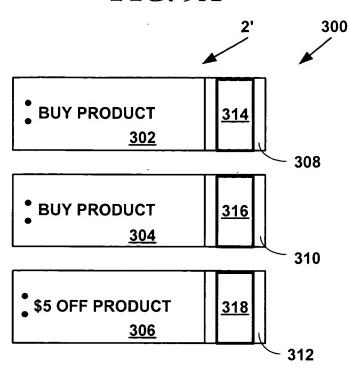
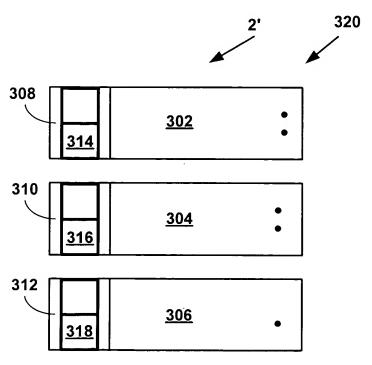


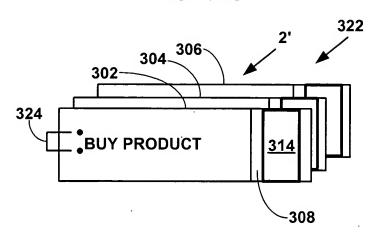
FIG. 9B

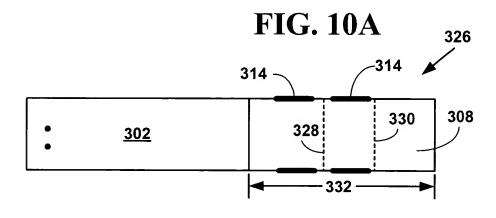


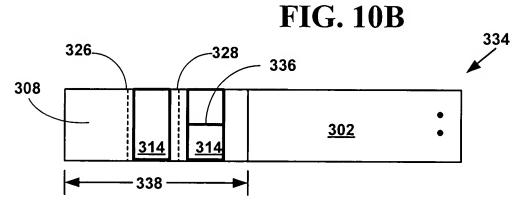
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FIG. 9C





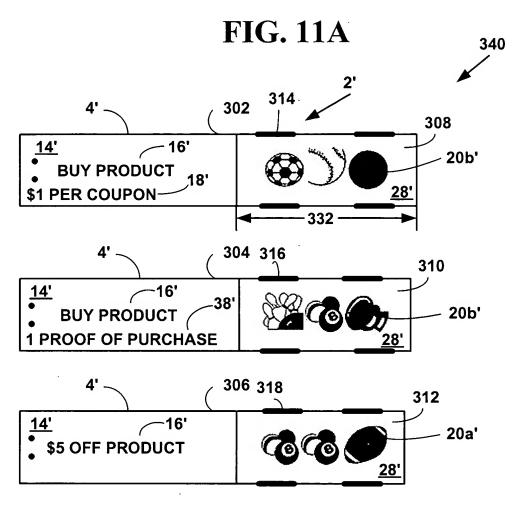


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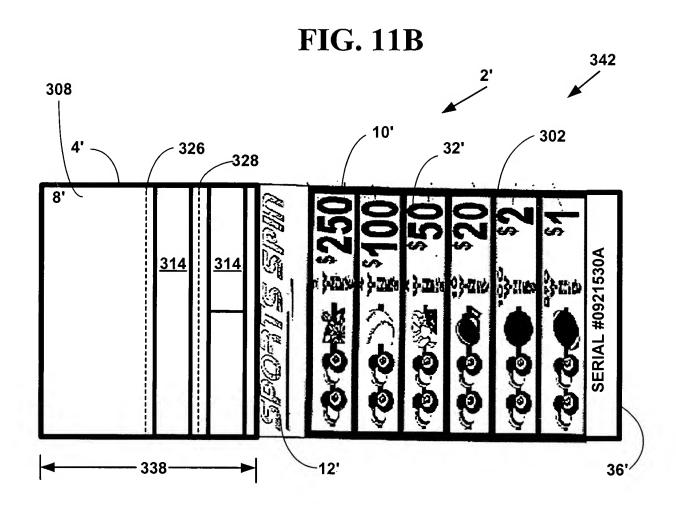
Inventor: Mitchell

Attorney Case No. 03,139, Customer No. 32097

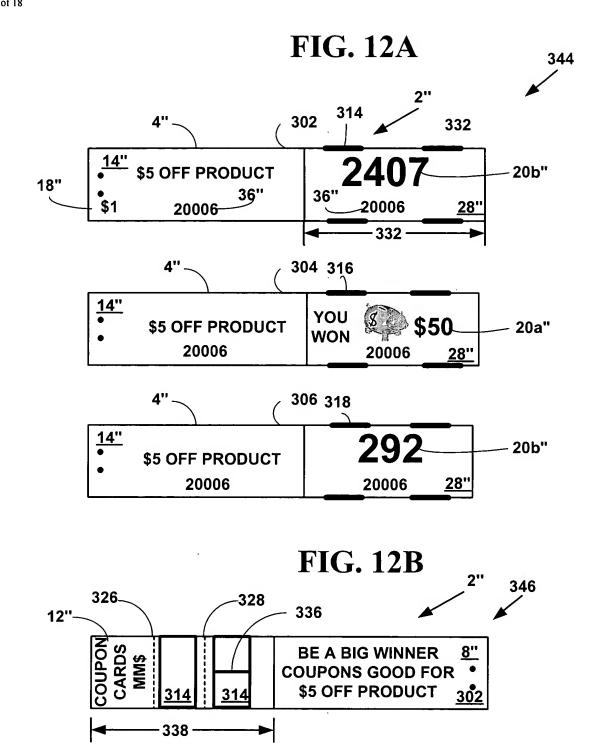
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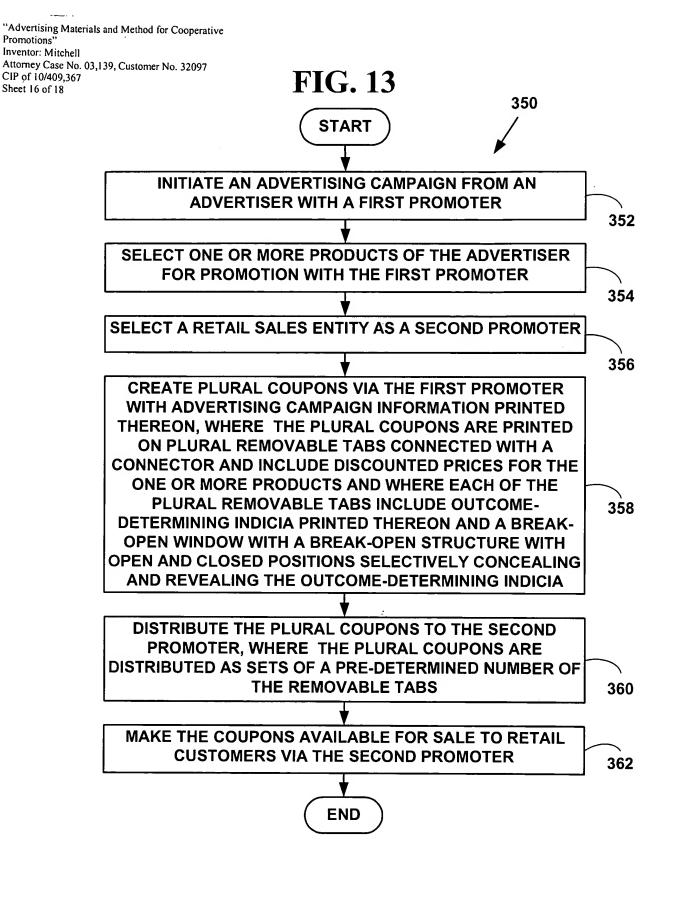


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"Advertising Materials and Method for Cooperative Promotions" Inventor: Mitchell Attorney Case No. 03,139, Customer No. 32097 CIP of 10/409,367 Sheet 17 of 18 **FIG. 14** 364 **START** INITIATE AN ELECTRONIC ADVERTISING CAMPAIGN FROM AN ADVERTISER WITH A FIRST PROMOTER 366 SELECT ONE OR MORE PRODUCTS OF THE ADVERTISER FOR **ELECTRONIC PROMOTION WITH THE FIRST PROMOTER** 368 SELECT A RETAIL SALES ENTITY AS A SECOND PROMOTER 370 CREATE PLURAL GRAPHICAL COUPONS VIA THE FIRST PROMOTER ON A HOST COMPUTER WITH ADVERTISING CAMPAIGN INFORMATION PRINTED THEREON, WHERE THE PLURAL GRAPHICAL COUPONS INCLUDE PLURAL GRAPHICAL REMOVABLE TABS AND DISCOUNTED PRICES FOR THE ONE OR MORE PRODUCTS, WHERE EACH OF THE PLURAL GRAPHICAL REMOVABLE INCLUDE GRAPHICAL OUTCOME-DETERMINING INDICIA PRINTED THEREON AND A GRAPHICAL BREAK-OPEN WINDOW WITH A GRAPHICAL BREAK-OPEN STRUCTURE WITH 372 OPEN AND CLOSED POSITIONS SELECTIVELY CONCEALING AND REVEALING THE OUTCOME-DETERMINING INDICIA, AND WHERE THE GRAPHICAL BREAK-OPEN STRUCTURES ARE BROKEN-OPEN **ELECTRONICALLY BY SELECTING THE GRAPHICAL BREAK-OPEN** STRUCTURE WITH A SELECTION DEVICE DISTRIBUTE THE PLURAL GRAPHICAL COUPONS TO THE SECOND PROMOTER FROM THE HOST COMPUTER VIA A COMMUNICATIONS NETWORK WHERE THE PLURAL GRAPHCIAL COUPONS ARE DISTRIBUTED AS SETS OF A PRE-DETERMINED 374

NUMBER OF THE GRAPHCIAL REMOVABLE TABS

MAKE THE GRAPHICAL COUPONS AVAILABLE FOR SALE TO RETAIL CUSTOMERS VIA A DISPLAY DEVICE VIA THE SECOND **PROMOTER**

376

END

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